

The bachelor thesis *Art Marketing and Communication of Prague City Gallery* is focused on the development in the field of art marketing and possibilities of its use mainly within the institution of gallery or art museum. It refers to the reciprocity of arts and marketing practice and defines the inter-connection in the field of art(s) marketing. The thesis uses marketing, media and cultural studies theories. It provides an insight into the historical evolution and improvement of the field of art marketing and reflects upon the tendencies of academic research and literature. The second part deals with a case study, which describes and evaluates communication activities of Prague City Gallery in the years of 2016 and 2017. The specific environment, in which the gallery operates, is defined and the subject is described as a cultural institution and cultural product situated within it, enriched by its new visual style and identity.